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ROYAL ONTARIO MUSEUM

REPORTS FROM INFORMATION SERVICES 2

THE MUSEUM VISITOR: II - SURVEY RESULTS - 1960

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THE MUSEUM VISITOR: II – *Survey Results*

Duncan F. Cameron

D. S. Abbey

February 1960

ROYAL ONTARIO MUSEUM

Toronto - Canada

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acknowledges the generosity of
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PREFACE

This is a report of the results of a survey of visitors to the Royal Ontario Museum during the 1958–59 year. The purpose of the survey was to answer the questions: Who are the visitors? Where do they come from?

This paper is published in the belief that its contents will be of interest to workers in public institutions other than the Royal Ontario Museum. It must be remembered that while these results may be peculiar to the ROM, the methodology of this study should be applicable to many problems elsewhere. It is the authors' hope that similar objective studies will be carried out by other institutions and that the results may be compared to our mutual benefit.

Many inquiries received during the course of this study suggest that the purpose of this research has been misconstrued. Although it is mentioned in the text, it must be repeated that: *This is not a study of motivation underlying museum visiting*, but is an attempt to define the visiting population before designing studies concerned with visitor attitudes.

It was only possible to analyze data in the volume and of the complexity necessary to this study because of the availability of high-speed data-processing equipment, and with the ready co-operation of many individuals and organizations.

The authors wish to acknowledge the patience and perseverance of the Women Members' Committee of the Royal Ontario Museum, whose members contributed several hundred hours of their time to conduct the 4,800 interviews in the sample. The continuing support and co-operation of Mr. T. A. Heinrich, Director, ROM, and Dr. A. D. Tushingham, Head, Art and Archaeology Division, ROM, has been essential and encouraging. Further, without the facilities and assistance of Statistical Reporting and Tabulating Limited, Canadian

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D.F.C.
D.S.A.

Toronto
February, 1960.

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PART ONE: SUMMARY

A survey of 4,800 groups of visitors to the Royal Ontario Museum[1] was conducted during the period July 1, 1958 to June 30, 1959. The design and rationale of this survey have been fully described in "The Museum Visitor: I—Survey Design" (*Reports from Information Services 1*, Toronto: Royal Ontario Museum, 1959). The purpose of this survey was to define the museum's visiting population. This paper presents those results which are thought to be of some general interest to those concerned with public programs of large museums.

The most general statement which can be made about visitors to the ROM is that with five exceptions the visitors constitute a representative cross-section of the Metropolitan Toronto[2] population (1,400,000 persons).

These apparent exceptions, which are discussed fully in "Interpretations," are:

(a) Out-of-town residents. Thirty-seven per cent of all visitors gave an address outside of Metropolitan Toronto.

(b) Students. Although students resident in Toronto are represented in the sample in the same proportion as in the Metro population,[3] there is a significant over-representation of university students and under-representation of elementary school students.

(c) Education. Three times as many museum visitors reported that they had attended college or university as there are college or university graduates in the population as a whole.

[1]For a recent description of the ROM, its facilities and program, see: Heinrich, T. A., "Royal Neighbour," (*Museum News*, vol. 37, 1959, no. 4, pp. 8–13).

[2]Toronto, Metropolitan Toronto, and Metro, are used synonymously to refer to the Municipality of Metropolitan Toronto.

[3]Data for the characteristics of the Toronto and Ontario populations are taken from Canada Census reports, commercial market research reports and from confidential communications.

(d) Income. There is a 9% over-representation (determined from population surveys) of visitors reporting annual incomes of $7,000 or more.

(e) Residential area. Of 31 groups of census tracts in Metropolitan Toronto, a portion of the one closest to the Museum contributed a disproportionate share of visitors when compared with population densities.

These exceptions suggest that the visiting population is most usefully examined as three distinct publics: Out-of-town Visitors, Students, and Adult Residents of Metropolitan Toronto. Figure I, below, shows the relative proportions of these three publics in the visiting population for the four quarterly periods of the survey.

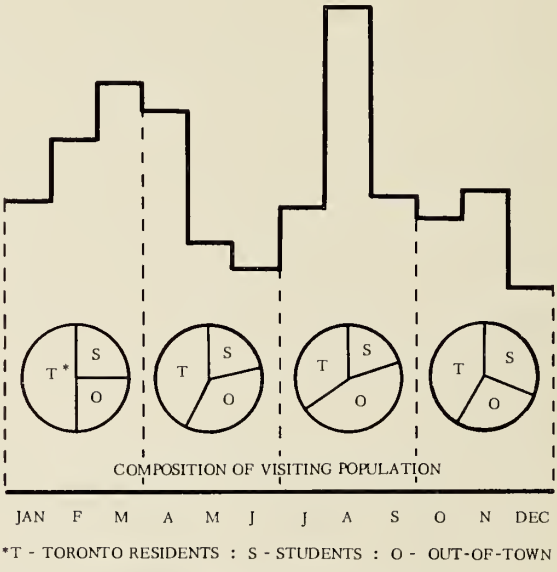

FIGURE 1. COMPOSITION OF VISITING POPULATION FOR 4 PERIODS OF THE SURVEY SHOWN WITH THE CHARACTERISTIC ANNUAL ATTENDANCE PATTERN.

The seasonal variations in the attendance of Students and Out-of-town Visitors are discussed in "Results."

The distribution of ages in the sample is similar to that found in the population with the exceptions of under-representation at the very young ages and over-representation at university age. Among the 4,800 groups of persons interviewed, the male : female ratio did not differ significantly from the approximately 50:50 ratio in the population.

Typically (69%), the museum visitor comes with one or more persons. His average (median) number of visits per year is two, and

76% of all visitors interviewed had been to the museum before. Approximately one third of the visitors come by automobile and one third come by public transportation. The majority of the remaining third walk to the museum from nearby residential areas or shopping districts.

Twenty-five per cent of all visitors are students and 18% are housewives. Another 7% are self-employed and 41% of these are engaged in professional services. An additional 40% of visitors are employees and within this group 25% are engaged in professional services while 18% are clerical workers. Four per cent of visitors are teachers. The remainder are retired, unemployed, widowed, armed forces personnel or are in other minor categories.

Approximately two-thirds of all visitors were born in Canada, 14% in the British Isles, 12% in Europe, and 7% in the U.S.A. The distribution of birthplaces among Toronto visitors is comparable to the distribution for Toronto's population. Two exceptions are: (a) an over-representation of visitors born in the United Kingdom; (b) a slight under-representation of European-born visitors.

Among those visitors not born in Canada (38% of total sample), 25% had lived in Canada from 2–5 years and 12% had been Canadian residents for one year or less. Fifty per cent of the visitors from Metropolitan Toronto had lived here for 10 or more years and 26% had been in Toronto for two years or less. In contrast to this, 9% of the Metropolitan Toronto population had lived in the city for two years or less at the time of the survey.

Approximately one in four persons interviewed was visiting the museum for the first time. Two-thirds of these were tourists or out-of-town residents and one third were resident in Toronto.

One-third of Toronto visitors could give no specific reason for visiting the museum. Nineteen per cent came to bring a relative or guest; 18% came to see a publicized special exhibit, and 18% came to see specific, permanent exhibits. Among the out-of-town visitors, 47% were on holiday, 23% were in Toronto on business, and 14% had come to the city specifically to visit the ROM.

All visitors were asked in which part of the museum they were most interested. Forty-three per cent referred to the Art and Archaeology Division; 26% referred to the Life Sciences Division, the Earth Sciences Division or "Science"; 26% replied "Everything in general"; the remaining 5% said "Nothing special."

Special analysis was made of visitors to the major exhibition held during the period of the survey. Comparison of these exhibition

visitors with the rest of the total sample indicated that their recency and frequency of visits, occupation, and area of residence were identical. One major difference was noted. While the year-long ratio of repeaters to "first-time" visitors was 3:1, this special exhibition attracted 12 repeaters for each "first-time" visitor. Even in the quarter during which the special exhibition was held, the permanent exhibits continued to draw four repeaters for each new visitor.

When the distribution of museum visitors in Metropolitan Toronto was compared with population density it appeared that neither distance nor accessability seriously affected visiting.

In brief, after removing tourists and students from the sample of visitors taken for this survey, it appears that all classes, categories, groups, and areas in Metropolitan Toronto take similar advantage of the Royal Ontario Museum's public facilities.

PART TWO: RESULTS

GROSS CHARACTERISTICS OF THE TOTAL SAMPLE

1. *Age*

The distribution of ages in the total sample is similar to that found in the population of Metropolitan Toronto and is shown in Table 1. The discrepancies between the percentages expected and those observed in the first two age groups are discussed in "Interpretations."

TABLE 1

Age distribution in visitor sample and in Metropolitan Toronto.

AGES	SURVEY	TORONTO
0–14 years	9%*	18%
15–24	24	15
25–34	24	22
35–49	26	26
+ 50	15	19
No answer	2	—
	100%	100%

*Children under 14 are not admitted to the museum unless accompanied by an adult, except on Saturdays.

2. *Sex*

This survey was conducted by interviewing the spontaneous spokesman for each group of one or more visitors approached. The interviewer's notation for Question 1 was the number of males and females in the group. The sex of the interviewee was recorded at the end of the interview. The ratio of males to females in Metropolitan Toronto is approximately 49:51. The male : female ratio in the groups was 51:49 and among the interviewees the ratio was 58:42. The first discrepancy may be interpreted as a chance factor. The second discrepancy is probably related to the facts that (a) males

tended to act as spokesmen in family groups; (b) all interviewers were female and may have been selective in approaching more male than female visitors; or the converse, (c) that the males in the groups responded more readily to the female interviewer. Subsequent data concerning occupation and income may therefore be slightly but not seriously biased.

3. *Sizes of Groups*

Thirty-one per cent of the interviewees came by themselves; 36% came with one other person; 16% came with two other people; 17% were with three or more others.

4. *Occupation*

Table 2 shows the distribution of occupations in the total sample, as determined from Question 8(a), "What is your occupation?" Also

TABLE 2

Visitors' occupations: Total sample.

Housewife	18%
Student	25
Self-employed*	7
Employee**	40
Retired	2
Unemployed	2
Widow(er)	< 1†
Armed forces	< 1
Teacher	4
Other	< 1
No answer	< 1
	100%

†(<) indicates "less than."

Sub-classification for self-employed and employees.

	*SELF-EMPLOYED	**EMPLOYEES
Agriculture	9%	3%
Manufacturing	8	16
Construction	6	5
Transportation and Communication	2	6
Trade	11	12
Finance	4	4
Professional Service	41	25
Public Service	1	3
Recreational Service	12	8
Clerical	3	18
Not stated	3	< 1
	100%	100%

shown are the occupation distributions within the gross categories "Employed" and "Self-employed."

Unfortunately, reliable comparative data could not be located for either Metropolitan Toronto or Ontario.

5. *The Formal Education of Visitors*

The education level of all student visitors is examined in "Results," Section 14. The level at which all other visitors completed their formal education was determined by their responses to Questions 9(a) and 9(b), "Did you attend college or university?" and, "Did you attend high school or technical school?" Table 3, below, shows the percentage of those who had attended university, secondary or elementary schools.

TABLE 3

Educational achievement level of visitors other than "students," in survey sample, Toronto, and Ontario populations.

	SAMPLE	TORONTO	ONTARIO
College or University	41%	12%	13%
Secondary or Technical	42	55	51
Elementary	16	32	34
Undetermined	1	1	1
	100%	100%	100%

These data have been compiled from the total sample (excluding students) and therefore include out-of-town residents. As a crude basis for comparison, the percentages for these levels of achievement in both Metropolitan Toronto and Ontario are also shown in Table 3. The marked difference between the number who have attended university in Metro and Ontario populations and in the sample of visitors should be noted. This is discussed in "Interpretations."

6. *Income of Visitors and Home Ownership*

(a) *Income of Visitors*

Table 4 presents the combined income distribution for the employment categories: employed; self-employed; teachers; and armed forces, determined from responses to Questions 8(a), "What is your occupation?" and 12(b), "In which of these income brackets are you?" These figures are compared to an income distribution for Toronto residents prepared by a local market research organization. One notable discrepancy is the number of visitors reporting an annual income of $7,000 or more[1].

[1]Casual inspection of the questionnaires suggests that many of these high-income visitors were attending professional conventions in Toronto.

TABLE 4

Income distributions for visitors resident in Toronto and for the Toronto population.

	SURVEY	TORONTO
Less than $2,999 annually	15%	18%
$3,000–$3,999	21	24
$4,000–$4,999	19	22
$5,000–$6,999	20	20
$7,000 and above	19	10
Not stated	6	6
	100%	100%

(b) *Home Ownership*

The data obtained from responses to Questions 7(a) and 7(b), concerning home ownership, are considered invalid. It was found that children did not know whether or not their homes were owned or rented. Furthermore, the high proportion of university students in the sample who were in rooms or residences may have inflated the "Rented" category.

7. *The National Origins of Visitors*

All visitors interviewed were asked the country of their birth. With the exception of those born in the United States, the distribution of origins in the total sample and among Toronto visitors is similar.

TABLE 5

Distribution of birthplaces among Toronto and other Ontario resident visitors compared with distribution for Metropolitan Toronto.

	VISITORS			
	TORONTO RESIDENTS*	ONTARIO RESIDENTS**	TORONTO POPULATION†	
Canada	61%	77%	63%	
United Kingdom	16	12	9	est'd
U.S.A.	3	3	1	est'd
Europe	17	6	24	
Africa	< 1	< 1	< 1	
Austral asia	< 1	< 1	< 1	
Asia	1	1	1	
Central and South America	< 1	< 1	< 1	
No answer	< 1	< 1	< 1	
	100%	100%	100%	

*Toronto residents comprise 62% of total sample.
**Ontario residents comprise 23% of total sample.
†These comparative data were assembled from several different sources since no distribution of national origins by these categories could be obtained. The United Kingdom and United States figures have been estimated on the basis of the most reliable information available, while all other figures were derived from recent studies.

There were 7% reporting a United States birthplace in the total sample, compared with 3% American-born among visitors resident in Toronto. The 4% difference may be due to American tourist visitors. Table 5 compares the distribution in the Toronto population with that among visitors resident in Toronto and visitors resident in other parts of Ontario.

In comparing the Toronto population with Toronto visitors, note that 24% of the population were born in Europe as compared with 17% of visitors; that an estimated 9% of the population were born in the United Kingdom as compared with 16% of visitors, and that an estimated 1% of the population were born in the United States as compared with 3% of visitors. These discrepancies are discussed in "Interpretations."

Visitors not born in Canada were asked Question 6(c), "How many years have you lived in Canada?" Thirty-eight per cent were born in countries other than Canada, and 54% of these had been in this country for less than 10 years; 30% had been in Canada more than 10 years; and 16% were either visitors to the country or gave no answer (approx. 1%).

8. *Length of Residence in Metropolitan Toronto*

Question 6(a) asked, "How long have you lived in the Toronto area?" Fifty per cent of the Metro visitors replied ten years or longer. Twenty-six per cent had been in Toronto two years or less. These new Toronto residents are discussed below ("Results" 16(b)) in relation to "first-time" museum visitors.

9. *Transportation*

The Royal Ontario Museum is located in the heart of Metropolitan Toronto (population approximately 1,400,000) on the north-east corner of the University of Toronto campus, and adjacent to the city's "carriage-trade" shopping district. It is at the junction of Bloor Street and Avenue Road, two of the main traffic arteries. It is served by street-cars on Bloor Street and buses on Avenue Road, and is four blocks west of the city's north-south subway. A parking lot at the south end of the museum building has less than 50 spaces for visitors, and this lot is frequently filled for the day by mid-morning.[1] Metered parking is permitted on some nearby streets.

[1]In fact, university students and local business people frequently occupy all available spaces before visiting hours begin.

Table 6 shows the responses to the following questions: 4(a) "How did you get here today?" 4(b) "Did you have any difficulty finding parking?" and 4(c) "How far away did you park?" (The last two were asked of those who said they came by automobile.) Many of the 31% who said that they had walked to the museum gave a suburban or out-of-town address, suggesting that this group includes many who were shopping or visiting in the vicinity.

While 78% of those who came by automobile said that they had no trouble parking, it should be noted that 60% of these did not use the museum's parking lot.

TABLE 6

Visitors' means of transportation to the Museum.

Walked	31%
Street-car or bus	30
Automobile	34
Other	5
Bicycle	< 1
	100%

(a) *Did the visitor have difficulty locating parking?*

Yes	22%
No	78%
	100%

(b) *How far from the Museum did the visitor park?*

Used Museum's "lot"	40%
1–4 blocks	57
+ 4 blocks	3
	100%

10. *Frequency and Recency of Visits*

Seventy-six per cent of the visitors reported that they had been to the museum before. Of these, 60% had visited at least once during the 12-month period prior to their interviews, and 9% reported having visited ten or more times during the preceding 12 months. Fifty per cent of those who had visited during the previous 12 months had made two or more visits.

"Results," Section 16, presents a more detailed discussion of the "first-time" visitors who comprise 24% of the total sample.

Future studies will be undertaken to examine more fully the characteristics of the frequent visitor.

11. *Reasons for Visiting*

It must be remembered that the purpose of this survey was to define the ROM's visiting population, and not to determine the moti-

vation underlying visiting. To facilitate comparison of the ROM's visitors with those described in other studies, however, it was thought advisable to include Question 5(b), "Why did you come to the museum today?" This question was asked of those who gave addresses in Metropolitan Toronto only. Out-of-town visitors were asked Question 5(d), (see "Results," Section 18). The response to question 5(b) was recorded verbatim by the interviewer, and these responses were coded within 13 categories as shown in Table 7 below.

TABLE 7

Reasons given for visiting the Museum.

Special exhibition		18%	
Permanent galleries:			
Art and Archaeology	10		
Life Sciences	4	18	39%
Earth Sciences	4		
Educational purposes		3	
"Science" exhibits		< 1	
To bring local family member		13	
To bring a guest		6	19
Misc. uses (coffee shop, etc.)		4	
Sightseeing		2	6
Habitual visitor		< 1	
No specific reason			33
No answer			3
			100%

Note that there *may* be a discrepancy between these expressed reasons and the actual motivation underlying the visit. It is proposed that further studies be devoted to an examination of the relationship between motivation and visiting behaviour.

The grouping of the 13 categories shows that 39% of the visitors came to the museum to see specific exhibits. Nineteen per cent came to bring a relative or guest. Six per cent came for miscellaneous reasons and 33% had no specific reason for visiting. Note that the 13 categories are of an arbitrary nature found useful in tabulating the results. It is apparent that they are not mutually exclusive, and that an habitual visitor, for example, might have given any of several other responses.

12. *Response to Promotion*

A detailed analysis of the data presented in Table 8 is of only local interest.[1] An intelligent interpretation of these data is only possible

[1]Similarly all of Question 10, concerning reading, listening and viewing habits of visitors is of only local interest, and is therefore not reported.

when the museum's use of different media and their respective audiences are related. As Toronto is the home of Canada's only English-language radio and television networks, three nationally distributed newspapers and the only national news service, the ROM's relations with mass media are thought to be atypical.

TABLE 8

Visitor response to various promotional media.

Television	10%
Radio	12
Newspapers	35
Museum's notice-boards*	15
Direct mail	2
Posters	< 1
Word-of-mouth	11
Street-car cards	4
Other	3
No answer	8
	100%

*Four 28" × 44" posters advertising exhibits are in two glass-enclosed and lighted notice boards on the Museum grounds facing main traffic arteries.

Of more general interest, however, may be the apparent ineffectiveness of posters. During the period of the survey, more than 2,000 professionally designed, two- or three-colour posters (11 × 14 inches) were distributed in the Metropolitan area to carefully selected locations. That less than 1% of those coming to see special exhibitions should report seeing the posters, suggests that this type of expensive and time-consuming promotion is impractical. This may be contrasted with the response to 1,200 posters placed in Toronto street-cars and buses for eight weeks for the promotion of one exhibition and reported by 4% of the exhibition visitors. The courtesy of the Toronto Transit Commission in making street-car advertising space available may be another local peculiarity.

13. *Primary Interests of Visitors*

This survey is not concerned with the behaviour of the visitor within the museum building. Question 5(e), "In which part of the museum are you most interested?" was asked to determine the relative interest in subjects dealt with by the different Divisions of the museum.

The responses to this question were coded within six categories. Forty-three per cent of the responses referred to the Art and Archae-

ology Division; 14% to the Life Sciences Division[1]; 11% to the Earth Sciences Division[2]; 1% used the general term "Science"; 26% replied "Everything in general," and 5% said, "Nothing special."

These categories were regrouped into three broader categories: *Art and Archaeology* (43%); *Science* (26%: includes Life Sciences, Earth Sciences, and "Science"); and *Other* (31%). This facilitated comparison of the science- and arts-oriented publics.

These three categories were compared for age, sex, income, education, occupation and visiting frequency. There were no important differences among the three groups (see Appendix II).

GROUPS OF SPECIAL INTEREST

14. *Students*

University, secondary, and elementary students comprise 34% of the museum's visiting population. This is based on Question 2,"At what school level are others in your group?" Of all those interviewed, 25% were students. This percentage is based on the replies to Question 8(a), "What is your occupation?" This discrepancy of 9% occurs because of the prevalence of groups containing an adult spokesman and several younger children. Neither students on organized school tours, nor those attending lectures were included in the survey sample and consequently were not interviewed. One out of four visitors interviewed, therefore, was a student who came of his own volition to make use of the museum's public facilities.

Twenty per cent of the population of Metropolitan Toronto are in attendance at school or university and 19.6% of the Toronto resident visitors were students. The distribution of students at three education levels in Toronto at the time of the survey was: Elementary 79%; Secondary 17%; University 4%. This may be compared with the distribution in the sample of Elementary 46%, Secondary 17% and University 37%.

The characteristics of student interviewees at each of these three education levels are reported below.

(a) *Elementary School Pupils*

These youngsters represent 40% of all student visitors. Of these, 90% said they had been to the museum before, and 82% had made at least one other visit within the 18-month period ending June 30, 1959.

[1]Formerly the Division of Zoology and Palaeontology.
[2]Formerly the Division of Geology and Mineralogy.

The median number of visits during the 12-month period prior to the interview was 3, and 19% reported that they had made nine or more visits during that time.

Table 9 shows the percentages of various responses to Questions 5(b), "Why did you come to the museum today?" and 5(e), "In which part of the museum are you most interested?" Note that to 5(b), 39% reported that they had no special reason.

TABLE 9

(a) Reasons for visiting given by students resident in Toronto.

	COLLEGE	SECONDARY	ELEMENTARY
To bring a local family member	2%	4%	3%
To bring a guest	5	7	6
Special Exhibit	26	9	7
Permanent galleries:			
Art & Arch.	32	18	20
Life Sciences	3	8	9
Earth Sciences	7	5	7
Sightseeing	2	1	2
Habitual visitor	0	0	0
Educational purposes	5	5	4
No specific reason	14	37	39
Misc. uses (coffee shop, etc.)	4	6	3
	100%	100%	100%

(b) Portion of Museum of most interest to all students.

Art and Archaeology	49%	43%	41%
Life Sciences	12	19	27
Earth Sciences	14	13	15
"Science"	0	1	0
"Everything in general"	20	21	14
No specific reason	5	3	3
	100%	100%	100%

Ninety per cent of the children gave addresses in Metro Toronto, 9% in Ontario and 1% in the United States.

A comparison of the proportion of elementary pupils living in each Metro area with the population density for these areas indicated two marked discrepancies: (a) the suburban area with approximately 36% of the Metro population contributed only 20% of these pupils, while (b) area NW 1 (see Fig. 4) with 4% of the Metro population contributed 15%.

Finally, inspection of the data from each three-month period of the survey indicated that four to five times as many elementary pupils visited during the school year as in the summer months.

(b) *Secondary School Pupils*

These pupils represent 21% of all student visitors. Of these, 85% said they had been to the museum before, and 58% had made at least one other visit within the 18-month period ending June 30, 1959. The median number of visits during the 12-month period prior to the interview was 2, and 12% reported that they had made nine or more visits during that time.

Thirty-seven per cent of these pupils, as compared with 39% of the elementary pupils, reported no special reason for visiting the museum (see Table 9).

Sixty-five per cent of the secondary school pupils gave Metro Toronto addresses, 31% gave Ontario addresses and the remainder reported Canadian, U.S.A. and other addresses.

In Metro Toronto, area NW 1 again contributed an excessive share of pupils. However, in contrast to elementary school pupils, secondary school pupils reasonably represented the suburban areas.

Twice as many secondary school pupils visited the museum during the school year as during the summer.

(c) *University Students*

Thirty-nine per cent of all student visitors were attending university or college. Eighty per cent reported a previous visit to the museum, and 79% had visited during the 18-month period prior to June 30, 1959. The median number of visits during the 12 months preceding the interview was 2. While 28% reported nine or more visits during this period it is possible that some students attending regular lectures in the museum building counted these as visits.

Of particular note (Table 9) is the fact that only 14% of the university students reported no special reason for their visit, while 58% came to see either special exhibits or to visit permanent Art and Archaeology Division galleries.

Metro Toronto addresses were given by 74% of the students. Sixteen per cent lived in Ontario, 5% in the U.S.A. and 5% elsewhere.

As might be expected, area NW 1 again contributed most heavily, (28%), while the suburban area with 36% of the Metro population contributed only 11% of the university students.

Approximately twice as many university students visited during the academic year as during the examination and vacation periods.

Table 10, below, compares the distribution of students at three

education levels in both Ontario and Metropolitan Toronto with the distribution of the students who were interviewed.

The concentration of students at the higher education levels should be noted. This Table may be compared with Table 2 where similar relationships have been shown.

TABLE 10

Education levels of students in sample and students registered in Toronto and Ontario.

	SAMPLE		POPULATION	
	ALL STUDENTS	TORONTO STUDENTS	TORONTO	ONTARIO
College or university	40%	46%	4%	2%
Secondary	21	19	17	17
Elementary	39	35	79	82
	100%	100%	100%	100%

15. *Members of the Museum and Affiliated Organizations*

The membership program at the Royal Ontario Museum is relatively new, and the membership numbered approximately 750 at the time of the survey. There are five additional interest groups operated by or associated with the museum. Visitors were asked Questions 11(a), "Are you a museum member?" and 11(b), "Are you a member of a museum group?" One per cent of the total sample of 4,800 visitors claimed museum membership. Since the interviewees remained anonymous, no verification of this figure was possible. In reply to 11(b), 1% claimed membership in a museum group, but a verifying question, 11(c), showed the actual figure to be only 0.61%.

16. *First-timers*

(a) The incidence of "first-time" visitors was determined by the response to Question 3(a), "Have you ever visited this museum before?" Twenty-four per cent of the sample reported that this was the first time they had come into the building. Seventy-two per cent of these new visitors lived in Canada; 21% lived in the United States; 3% came from the British Isles, and 4% came from other parts of the world. Of the Canadian "first-time" visitors, 50% were Toronto residents; 34% lived in other parts of Ontario; 5% were from Quebec; 6% from the Prairie Provinces; 2% from British Columbia, and 3% from the Maritimes and Newfoundland. Of all "first-time" visitors then, 36% were residents of Toronto, and 64% were tourists or visitors to the city.

Out-of-town visitors were asked, 5(d), "What is the reason for your trip to Toronto?" Sixty per cent of the non-local "first-time" visitors said they were on holiday; 23% were in the city on business; 6% had come specifically to visit the ROM; 3% had come to attend the Canadian National Exhibition[1]; less than one per cent had come to visit heavily publicized Museum exhibits, and 7% did not reply. These results contrast with results for the total sample in only two respects: 47% of all out-of-town visitors said they were on vacation, and 14% of all out-of-town visitors came to Toronto specifically to visit the museum.

Interviewees were asked Question 6(b), "Where were you born?" Table 11 shows that among new visitors all foreign-born groups are more heavily represented than would be expected on the basis of the total sample. Of all new visitors interviewed, almost two-thirds (62%) were not born in Canada and 28% were non-Canadian residents.

TABLE 11

Countries of origin of first-time visitors and total sample.*

	FIRST-TIMERS	TOTAL SAMPLE
Canada	38%	62%
United Kingdom	18	14
U.S.A.	20	7
Scandinavia	3	2
France	1	1
Germany	4	3
Hungary	1	1
Italy	1	1
Spain	< 1	1
Ukraine, Poland, Russia	3	1
Other European	7	4
Asiatic	2	2
Not Stated	1	1
	100%	100%

*Twenty-four per cent of total sample.

A comparison of the "first-time" visitors with the total sample for sex, age, income, occupation, and education showed no significant differences. In response to Question 5(e), "In which part of the museum are you most interested?" 43% of the new visitors said they had come to see "everything in general." This may be compared to a

[1]The Canadian National Exhibition is an annual two-and-a-half-week exposition in late August and early September which has an attendance of approximately 2.9 million.

26% response of this nature by the total sample. Although there were fewer people expressing specific interests, those who did, expressed preferences similar to those found in the total sample.

Toronto residents among the new visitors were examined further. Their distribution in Metropolitan Toronto did not differ from that of the total sample. These new visitors, resident in Toronto, showed an 8:1 preference for the Art and Archaeology galleries over the galleries of the science divisions. This is a substantial departure from the 5:4 preference in the total sample.

(b) *The Museum's New Visitors and Toronto's New Residents*

At the time of the survey, approximately 9% of Metropolitan Toronto residents had lived in the city for two years or less. Twenty-six per cent of the Metropolitan Toronto residents interviewed at the museum reported that they had been living in the city for two years or less, (see Fig. 2). It would appear that a disproportionate number of museum visitors were recent arrivals in Toronto.

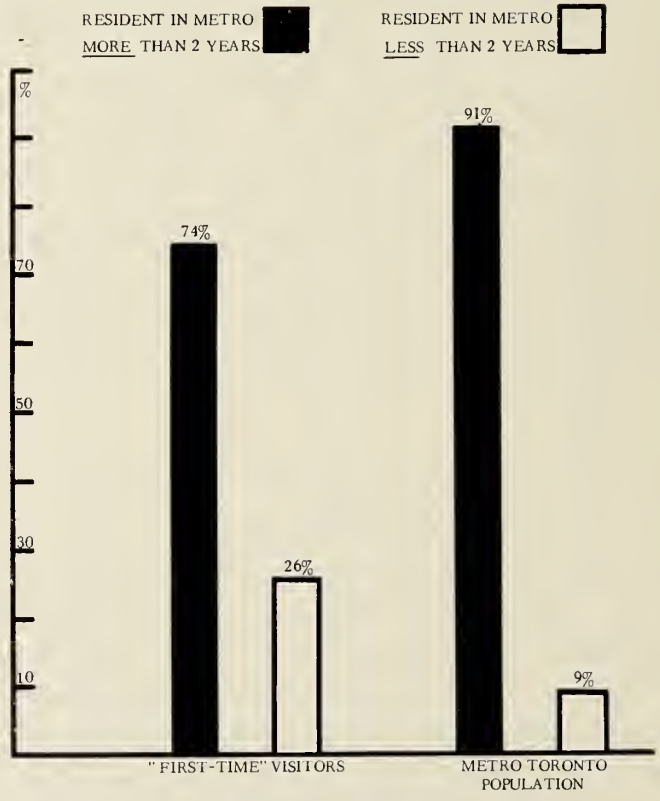

FIGURE 2. "FIRST-TIME" VISITORS AND METRO POPULATION COMPARED FOR LENGTH OF RESIDENCE.

17. *Visitors to a Special Exhibition*

The major exhibition at the museum during the 1958–59 season was, "Masks: The Many Faces of Man," which opened on February 11, 1959 and closed April 5, 1959. This exhibition was heavily promoted, and was an important part of the program to build a new audience in the Metropolitan Toronto area. For this reason, the visitors to the mask exhibition were compared with both the other visitors who came during the third quarter of the survey, (January 1, 1959 to March 31, 1959), and with the total sample.

Frequency and recency of visits, occupation, and area of residence for the three groups appear comparable. While 1% of all visitors were museum members, 2% of the mask exhibition visitors were members. With the exception of the number of "first-time" visitors, which is discussed below, there was no evidence of any significant difference between special exhibition visitors and the total sample.

Figure 3 shows the ratio of "first-time" and repeat visitors for the total survey period. Also shown in Figure 3 are the ratios for both

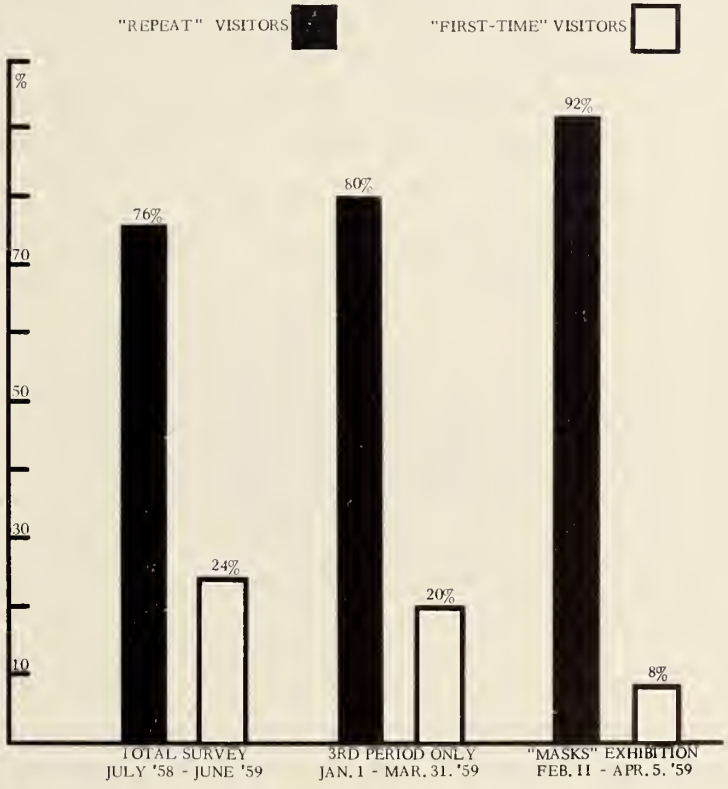

FIGURE 3. PERCENTAGES OF "REPEAT" AND "FIRST-TIME" VISITORS.

those who came to attend the mask exhibition and those who came to see other exhibits during the third quarter of the survey. Although the permanent exhibits attracted one new visitor for four repeaters, which is roughly comparable to the normal year-long ratio of 1:3, the special exhibition attracted only one new visitor for *twelve* repeaters.

GEOGRAPHIC DISTRIBUTION OF VISITORS

18. *Out-of-Town Visitors*

In response to Question 5(a), "What is your home address?" 37% of the visitors gave an address in a community beyond the Metropolitan Toronto area.

In part (d) of the same question, these out-of-town visitors were asked not why they had come to the museum, but, "What is the reason for your trip to Toronto?" Forty-seven per cent said they were on holiday; 23% said they were in the city on business; 14% said they had come to the city specifically to visit the museum; 7% gave other reasons, and 7% did not reply. Although the Canadian National Exhibition brings more visitors to Toronto than any other single attraction, only 2% of the museum's out-of-town visitors said they were in the city for this reason.

Almost two-thirds (62%) of the out-of-town visitors were residents of Ontario. Thirteen per cent came from other parts of Canada and

TABLE 12

Daily and seasonal variations in attendance for Toronto and Out-of-town residents.

	DAILY† VARIATIONS		
	LOCAL	OUT-OF-TOWN	AVERAGE
Saturday	26%	23%	25%
Sunday	30	15	22
Tuesday & Thursday	24	29	26
Wednesday* & Friday*	20	33	27
	100%	100%	100%

†Museum closed Mondays.
*Days on which adults are charged a nominal (25¢) admission fee.

	SEASONAL VARIATIONS				
	SUMMER	FALL	WINTER	SPRING	TOTAL
Ontario	28%	24%	23%	25%	100%
Other Canadian Provinces	34	22	18	26	100%
U.S.A.	40	16	9	35	100%
Average	34%	21%	17%	28%	100%

19% were residents of the U.S.A. Countries on every continent were represented in the remaining 6%. The density of out-of-town visitors was then examined for daily and seasonal variations. Table 12 shows the percentages of local and out-of-town visitors for each of four categories of visiting days. It will be noted that 56% of local visitors came on week-ends and 44% came on week-days, while 38% of out-of-town visitors came on week-ends compared with 62% on week-days. Table 12 also shows seasonal variations in density for out-of-town visitors from Ontario, other Canadian provinces and the U.S.A.

Ontario visitors show no significant seasonal variations. U.S. and Canadian visitors, on the other hand, both exhibit similar trends which appear to be associated with periods of greatest travel, vacations, etc.

19. *Metro Distribution of Visitors*

In Question 5(a), interviewees were asked, "What is your home address?" The Metropolitan Toronto addresses were coded in 11 groups of census tracts as shown in Figure 4. It will be noted that the Metropolitan area has been divided into four quadrants with the museum at the centre, and has been divided again into three zones: Central (Zone 1), Intermediate (Zone 2) and Outer (Zone 3).

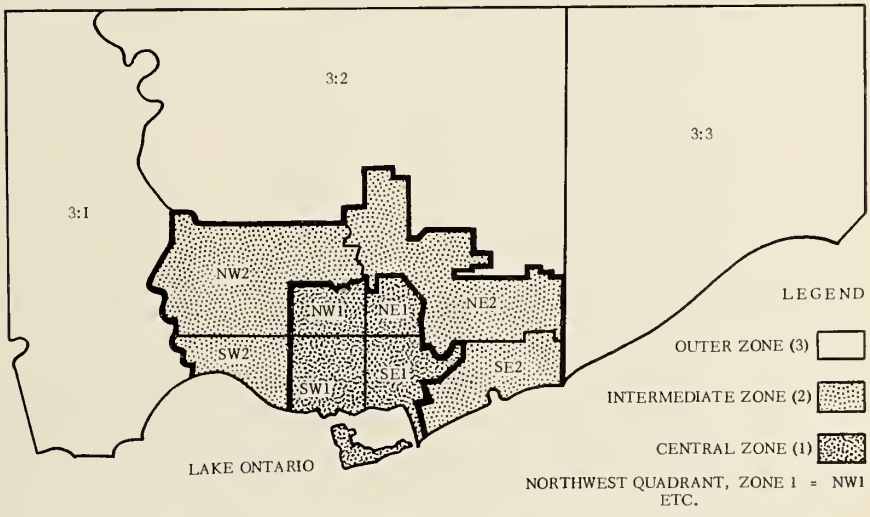

FIGURE 4. METROPOLITAN TORONTO DIVIDED INTO 11 GROUPS OF CENSUS TRACTS.

Table 13 compares the density of population for each of the 11 areas with density of visitors from each of these areas. Comparisons are made by quadrants (13a) and by zones (13b).

TABLE 13

(a) Percentage of Toronto visitors resident in four geographic quadrants and population density for these areas.

	QUADRANT 1			QUADRANT 2	
	POP'N.	SURVEY		POP'N.	SURVEY
NW 1	4.39%	15.8%	NE 1	3.29%	5.1%
NW 2	17.15	13.8	NE 2	11.66	13.5
	21.54%	29.4%		14.95%	18.6%

	QUADRANT 3			QUADRANT 4	
	POP'N.	SURVEY		POP'N.	SURVEY
SE 1	3.17%	6.1%	SW 1	6.85%	8.4%
SE 2	11.06	6.3	SW 2	5.99	5.0
	14.23%	12.4%		12.84%	13.4%

(b) Percentage of Toronto visitors resident in four geographic zones and population density for these areas.

	ZONE 1			ZONE 2	
	POPULATION	SURVEY		POPULATION	SURVEY
NW 1	4.39%	15.8%	NW 2	17.15%	13.6%
NE 1	3.29	5.1	NE 2	11.66	13.5
SE 1	3.17	6.1	SE 2	11.06	6.3
SW 1	6.85	8.4	SW 2	5.99	5.0
	17.70%	35.4%		45.86%	38.4%

	ZONE 3	
	POPULATION	SURVEY
3–1	11.47%	6.9%
3–2	13.58	12.1
3–3	11.37	7.1
	36.42%	26.1%

All areas except one (NW 1) contribute visitors in reasonable proportion to their population density. Area NW 1 is the residential district closest to the museum.

Although the other Central Zone areas (NE 1, SE 1, SW 1) show only slight over-representation when examined individually, the Central Zone *in toto* contributes twice as many visitors as would be expected (Visitors, 35.4%: Population, 17.7%). In contrast to this, the Intermediate Zone contains 45.9% of the Metro population but sends 38.4% of the visitors. Similarly, the Outer Zone, containing 36.4% of the population, contributes only 26.1% of the visitors (see Fig. 5).

Finally, it should be noted that these eleven groups of census tracts contain within them a total of 31 smaller *groups* of tracts for which

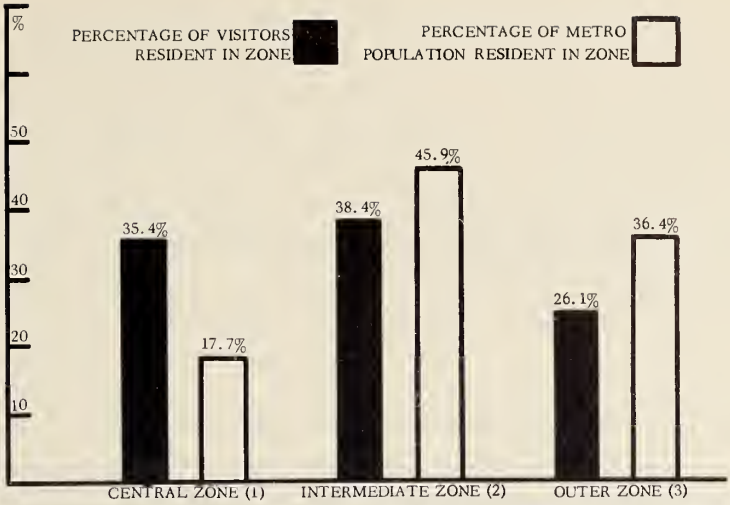

FIGURE 5. DENSITIES OF METRO POPULATION AND MUSEUM VISITORS COMPARED BY ZONES.

separate tabulations have been made. In this more detailed analysis the largest discrepancy between expected and observed proportions of visitors occurred in the eastern half of NW 1 (11.6% over-representation). None of the 30 remaining groups of tracts showed a deviation greater than 5%. The mean deviation for these 30 groups was –.03% (see "Interpretations," Section 6).

PART THREE: INTERPRETATIONS

1. *Discrepancies between the distribution of ages in the sample and in the population*: The over-representation of university-age visitors and the under-representation of young children, shown in Table 1, is consistent with the over-and-under representations noted in "Results," Section 14, "Students." Four factors should be considered:

(a) Children under fourteen years of age are not admitted to the museum without an accompanying adult, except on Saturday.

(b) Children under seven or eight years of age were difficult to interview, and often their interviews could not be completed and hence were not included in the sample.

(c) The Royal Ontario Museum may be described as a university museum as well as a public museum. The museum is an integral part of the University of Toronto and is located on the campus.

(d) The data for the distribution of ages in the population includes infants.

It is suggested that the discrepancies in age distribution are primarily a result of the large number of University of Toronto students visiting the museum. The number of children under fifteen years of age visiting the museum is thought to be in reasonable proportion when the factors noted above are considered.

2. *Over-representation of university graduates*: The greatest difference between the characteristics of the population (Table 3) and visitors, was the number who reported that they had ". . . attended a university or college." That three times as many museum visitors (excluding students) claimed university attendance as there were university graduates in the population might seem to suggest that the museum attracted the better-educated segment of the population. The means of collecting this data, however, should be examined carefully before any conclusions are drawn.

The data of Table 3 are based on responses of the total sample (excluding students) to Question 9, "Did you attend college or university?" and if "No," then the question, "Did you attend high school or technical school?" Since it can generally be agreed that university education is part of a socially desirable stereotype, it is reasonable to assume that some persons will have falsely claimed university attendance. The fact that the interviews were conducted in the museum building, and that the interviewers were young and attractive women, may have added to the likelihood that persons aware of their lack of education would give a false answer.

It is also known, from inspection of the completed questionnaires, that some persons who had attended such institutions as business or secretarial "colleges" claimed "college or university" attendance.

A third consideration is that persons making many visits to the museum during the period of the survey were, as a class of visitors, more likely to be interviewed than those visiting only once or twice. The ROM, like most other large museums, is frequented by a small group of collectors and serious amateurs who have, as a group, a relatively high level of educational achievement. Finally, the ROM is visited by many guests from other universities and institutions. Some of these were inadvertently included in the sample although they should have been regarded as persons in the museum on business.

All of the above may have contributed in some degree to the over-representation of visitors claiming university attendance. It is most unlikely that these factors would account for the discrepancies (28%, 29%) noted in Table 3, however, and some degree of over-representation of university-educated persons should be accepted as valid.

It should also be noted that the ratio of those with secondary education to those with only elementary education is approximately 5:3 in the population, but is 8:3 among visitors. Once again the problem of the social-desirability stereotype may account, in part, for the over-representation of those claiming secondary education.

It is suggested that the visitors to the ROM tend to have a higher level of education achievement than the populations of Toronto and Ontario; that the degree of over-representation is undetermined, but that it is certainly less than indicated by the responses to Question 9, reported in Table 3.

3. *Over-representation of persons with incomes over $7,000*: Although the question concerning annual income was asked of all visitors inter-

viewed, Section 6 and Table 4 in "Results" report only the distribution of incomes for the occupation categories: employed; self-employed; teachers; armed forces. This excludes: housewives; students; retired; unemployed; widow(er); other. This division was necessary to exclude the responses of children and those who were not the primary income-producer in the family, thus permitting comparison with available data on the primary income-producers in Metropolitan Toronto families. It must be remembered that the income distribution shown for the survey sample includes out-of-town visitors as well as Metro visitors.

The over-representation of those with incomes over $7,000 may have been influenced in three ways:

(a) Earning of high income may also form part of the social-desirability stereotype, and some interviewees may have reported incomes higher than their actual earnings for this reason.

(b) The incomes of tourists are thought to be higher than those of the total population, and the incomes of the museum's tourist-visitors are included in the data in Table 4. Also, as noted in "Results," inspection of the questionnaires suggests that many of the high-income visitors were attending professional conventions in Toronto.

(c) Persons with university education have a higher income potential than those without and there is an undetermined over-representation of persons with university education among museum visitors.

It is probable that all three of these factors have influenced the results. The over-representation of persons with incomes over $7,000 is interpreted as a deviation from the income distribution in the population, undetermined in degree (but less than 9%), and related both to the over-representation of persons with university education, and to the large number currently engaged in "Professional Services" ("Results," Section 4, Table 2).

4. *Discrepancies in the distribution of national origins*: Any interpretation of the data presented in Table 5 is hazardous because of the composite nature of the data for the Toronto population (see note in Table 5). The over-representation of those born in the United Kingdom or the United States, and the under-representation of European-born might, however, be ascribed to:

(a) the difficulty of interviewing non-English-speaking visitors. Note, however, that only forty-eight visitors refused to be, or could not be, interviewed.

(b) a possible interviewer-bias in approaching groups who appeared to be of Anglo-Saxon or at least English-speaking origin in preference to recognizable "immigrant" groups where the difficulty noted in (a) might occur.

5. *The disproportionate number of new Toronto residents among visitors*: Section 16(b) reports that 26% of the Toronto visitors interviewed had lived in the city for two years or less, but that only 9% of the Toronto population had been resident in the city for that short a period. It is suggested that an initial visit to the museum is a part of the orientation of new residents.

6. *The over-representation of visitors from Metropolitan Toronto area NW 1 and the concentration of visitors in Zone 1*: The general statement has been made that all areas of Toronto contribute visitors in reasonable proportion to the density of population. Two contradictions are noted in "Results": (a) the 11.6% over-representation in NW 1, the residential area closest to the museum, and (b) the 17.7% over-representation in the Central zone (Zone 1), which includes NW 1. It is important to examine the data in Table 13 closely before concluding that the distance to be travelled to the museum is an important factor in determining visiting.

Area NW 1 unquestionably contributes a significant over-representation of visitors, and several factors may be relevant:

(a) many of the residents of this area are university staff and students ("Results," Section 14(c)), professionals ("Results," Section 4), and workers in creative fields.

(b) a large, fashionable hotel is located in this area, directly across the street from the museum, and may be the source of many visitors (i.e. tourists).

(c) as noted above, this is the residential area closest to the museum.

With the exception of NW 1, the greatest over-representation (+2.93%) in the Central zone (Zone 1) is in SE 1, and the greatest under-representation in the two outer zones (2 and 3) is in SE 2 (−4.76%). As noted in "Results," Metropolitan Toronto was divided into 31 groups of census tracts for more detailed examination. NW 1 contains two of these smaller groups, and the source of over-representation was found to be entirely in the eastern half of NW 1, which is adjacent to the museum. The greatest discrepancy in any other of the 31 smaller groups of tracts was −4.76%.

If NW 1 is accepted as atypical, and is excluded from both the population and sample data, the apparent effect of distance becomes much less. The 17.7% over-representation for Zone 1, shown in Table 13, becomes 8.2%; for Zone 2, 7.5% becomes 2.2%; and in Zone 3, 10.3% becomes 7.1%.

It is suggested, then, that distance from this museum is *not* a serious factor in determining visiting.

APPENDIX I

R. O. M. Survey #

VISITOR SURVEY Questionnaire

Period 1 2 3 4

INTERVIEWER'S NOTE: Approach group and address them generally; then interview the person who appears to act as spokesman.

"Good morning / afternoon I am Mrs / Miss ..... of the Museum staff; and we're doing a survey of our visitors ...."

1	How many are there in your group? 1 2 3 4 5 +5	
	Male (adult) 1 2 3 4 5 +5	
	Female (") 1 2 3 4 5 +5	
	Others below 21 years 1 2 3 4 5 +5	
2	At what school-level are the others in your group?	
	Pre-school 1 2 3 4 5 +5	
	Elementary 1 2 3 4 5 +5	
	Secondary 1 2 3 4 5 +5	
	University 1 2 3 4 5 +5	
	Other working etc. 1 2 3 4 5 +5	
3	(a) Have you ever visited this museum before? 1 Yes( ) 2 No ( ) X Not sure ( )	
	If "Yes" 3(b) When was the last time? Month____ Yr___	
	3(c) How many times have you visited this museum in the last 12 months? _____	
4	(a) How did you get here to-day? 1 Walked ( ) 2 Street-car (bus) ( ) 3 Bicycle ( ) 4 Automobile ( ) 5 Driven; i.e. given lift / taxi / hitch-hiking ( )	
	If "Auto" 4(b) Did you have any difficulty finding parking? 1 Yes ( ) 2 No ( )	
	4(c) How far away (how many blocks) did you park? Number of blocks ___ Used Museum lot ( ) 0	

5 (a) What is your home address?

Number and street _____

City _____

Prov., State
Country _____

If from Toronto area — 5(b) Why did you come to the museum today?

_____

_____

If reply "To see X (special) exhibit"

5(c) How did you find out about this showing?

0 T.V. ( )
1 Radio ( )
2 Press ( )
3 Notice Board ( )
4 Direct Mail ( )
6 Word of mouth ( )
7 "Orbit" ( )
8 School visit follow-up ( )
Y No answer or
No specific answer ( )
9 Other _____

If from outside Toronto area — 5(d) What is the reason for your trip to Toronto?

1 Business ( ) 2 Holiday ( )
3 Visiting CNE ( )
Other _____

(e) In which part of the Museum are you most interested? _____

_____

6 (a) If now living in the Toronto area : Ask

How long have you lived in the Toronto area? _____

(b) Where were you born? 1 Canada ( )

Other _____

If "Other" 6(c) How many years have you lived in Canada?

0 ( ) up to 1 yr.
1 ( ) 2 - 5 yrs.
2 ( ) 6 - 10 yrs.
3 ( ) +10 yrs.

7 (a) Do you live in a suite, apartment, private room 1 ( ) OR do you live in a house 2 ( ) ?

If "house" 7(b) Do you own or rent the house?

1 own ( ) 2 rent ( )

other _____

8 (a) What is your occupation?

Housewife ( ) 1
Student ( ) 2
Retired ( ) 5
Unemployed ( ) 6
Widow(er) ( ) 7
Armed forces ( ) 8
Teacher ( ) 9
Other ( ) 0
No Answer ( ) Y

Self employed ( ) 3
doing what? _____
_____
Works for company ( ) 4
doing what? _____
_____
where? _____
_____

If "unemployed" 8(b) Where was your last job _____
_____? what _____

9 (a) Did you attend college or university? 1 Yes ( ) 2 No ( )

If "No" 9(b) Did you attend high school or technical school? 1 Yes ( ) 2 No ( )

10 (a) Which radio stations do you listen to most often?

1 CBC
CBL ( )
CJBC ( )
2 CKEY ( )
3 CHUM ( )
4 CFRB ( )
5 CKFH ( )

(b) Do you watch T.V.? 1 Yes ( ) 2 No ( )

If "Yes" 10(c) Which channel do you watch most frequently

2 3 4 5 6 7 8 9 10 11 12 13 17
1 1 6 9 1

circle answers

(d) Which newspaper do you read most often?

_____

11 (a) Are you a museum member? 1 Yes ( ) 2 No ( )

(b) Are you a member of a museum group? 1 Yes ( ) 2 No ( )

If "Yes" 11(c) Which one(s)

Walker Club ( )1
Brodie Club ( )1
Saturday Morning Club ( )1
Junior Field Naturalists ( )1
Women's Committees ( )1

Other _____ ( )2

12	SHOW CARD ASK Would you please tell me to which of these age groups you belong 1 2 3 4 5 ? (circle one)	
	..... and which of these income brackets please? 1 2 3 4 5 ? (circle one) "Thank you very much"	

BE SURE TO RECORD THE FOLLOWING:

SEX of respondent MALE ( ) 1 FEMALE ( ) 2	
DAY Sunday ( ) 1 Tuesday ( ) 2 Wednesday ( ) 3 Thursday ( ) 4 Friday ( ) 5 Saturday ( ) 6	
TIME 10.00 ( ) 1 12.30 ( ) 2 2.00 ( ) 3 3.00 ( ) 4	
Number of persons refusing to answer questionnaire between this and the last completed form 1 2 3 4 5 6 7 8 9	

Interviewer: _____ sign please

Coding _____ Checking _____

To which of these age groups do you belong?

Group 1: 14 years or under

Group 2: 15 to 24 years

Group 3: 25 to 34 years

Group 4: 35 to 49 years

Group 5: 50 years or over

In which of these income brackets are you?

Group 1: Up to $2,999 per year

Group 2: $3,000 to $3,999 per year

Group 3: $4,000 to $4,999 per year

Group 4: $5,000 to $6,999 per year

Group 5: $7,000 and above.

Cards shown to interviewees for response to question 12.

APPENDIX II

Visitors grouped by their primary interests, and compared by age, sex, income, education, occupation and frequency of visits.

	ART & ARCH.	SCIENCE*	OTHER
AGE:			
Under 14 years	9%	17%	5%
15–24	24	24	24
25–34	23	21	26
35–49	26	25	29
50 years or over	17	13	15
SEX:			
Male	54	64	60
Female	46	36	40
INCOME:			
To $2,999 per year	18	19	17
$3,000–3,999	12	14	17
$4,000–4,999	12	12	14
$5,000–6,999	15	13	15
$7,000 and above	19	15	15
EDUCATION:			
Elementary	18	24	12
Secondary	33	35	43
University	47	38	36
OCCUPATION:			
Housewife	20	16	18
Student	25	32	17
Self-employed	7	7	8
Employed	37	37	47
Retired	2	2	2
Unemployed	2	2	2
Widow(er)	0	0	0
Armed forces	1	1	1
Teacher	4	3	3
Frequency of Visits During 12 Months Prior to Interview:			
1	26	27	37
2	18	18	13
3	13	15	13
4	8	10	11
5	5	4	4
6	6	6	7
7	1	1	1
8	2	1	1
9	0	0	0
9+	19	16	12

*Life Sciences, Earth Sciences, and "Science."

NOTE: "No response" category omitted from table.